

an image display device having pixels each emitting a plurality of colored light rays for forming a color image in accordance with the corrected image data corrected by the gain corrector, wherein

B<sub>1</sub>  
the gain corrector corrects the level of at least one of the plural color component data applied to the pixels in accordance with respective positions of the pixels such that, when image data representing an image of a uniform color are output from the image processor, a difference in chromaticity of light exiting from the pixels due to characteristic differences between the pixels of the image display device is reduced without making a luminance of the light exiting from the pixels of the image display device conform to a predetermined luminance profile throughout the image display device.

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7. (Twice Amended) An image display method, comprising:

providing image data including plural color component data;

correcting chromaticity levels of the image data; and

producing light representing an image at pixels of an image display device, each pixel emitting a plurality of colored light rays for forming a color image in accordance with the corrected image data, wherein

B<sub>2</sub>  
the correcting step comprises correcting the level of at least one of the plural color component data applied to the pixels in accordance with respective positions of the pixels such that, when image data representing an image of a uniform color are output from the image processor, a difference in a chromaticity of light exiting from the pixels due to characteristic differences between the pixels of the image display device is reduced without making a luminance of the light exiting from the pixels of the image display device conform to a predetermined luminance profile throughout the image display device.

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